

# Home Furnishings Calendar 1950

WEEK OF  
JANUARY

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## HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 12 12:30 P.M. Luncheon	JANUARY MARKET LUNCHEON The subject of the Market meeting will be "Looking In On Living" and will be illustrated by presentations of traditional, provincial and modern decorating schemes created by three League members: Elizabeth Whitney, Marion Heuer and Flolydia Etting. Out of town members are welcome. Contact: Marian Knapp, Dir. Pub. Rel., Natl. Assn. of Bedding Mfrs., 1647 Merchandise Mart, Chicago 54, Illinois.	HOME FASHIONS LEAGUE	MERCHANDISE MART
Thursday Jan. 12- Jan. 20	NEW VERSION OF PRIZE-WINNING TABLE ON VIEW A new version of the Muller-Barringer table which won last year's AID award will be shown. Publicity: Virginia Burdick, 242 E. 48th, PL. 8-1725.	KITTINGER COMPANY	ROOM 16-122 MDSE. MART, CHICAGO
Thursday Jan. 12- Jan. 28 Just open	SEVENTEENTH ANNUAL EXHIBITION Lectures and demonstrations on Mondays and Saturdays will be a feature of this annual exhibition. Hours 9 A.M. to 5 P.M. weekdays, until 9 P.M. on Mondays and Wednesdays. Open to the public. Contact: Mr. Anderson, Paine Furniture Co., 81 Arlington St., Boston, Mass.	BOSTON SOCIETY OF INDEPENDENT ARTISTS	PAINE FURNITURE CO. BOSTON, MASS.
Friday Jan. 13	NEW FRENCH FABRICS TO BE SHOWN An extraordinary new group of modern French striped fabrics in smoky off-hue colors, designed by M. Jean Bauret, will be shown for the first time in Knoll's Chicago showrooms. These fabrics were specially designed for Knoll. The fabric is cotton twill, 50" wide and retailing for under \$10 a yard. Contact: Hans Knoll, PL. 9-3560.	KNOLL ASSOCIATES, INC. 601 MADISON AVENUE	160 E. SUPERIOR CHICAGO, ILL.
Sunday Jan. 15- Jan. 19	NEW GIFT SHOW TO BE HELD IN WASHINGTON The first gift show of the year will be held in Washington where 84 exhibits will be displayed on the 2nd and 3rd floors of the Willard Hotel. Show hours: 9 A.M. to 6 P.M. daily; until 10 P.M. January 18. Closes at 1 P.M. January 19. Contact: Miss Meehan, George F. Little, MU. 9-7147.	GEO. F. LITTLE MNGMT. 220 FIFTH AVENUE	WILLARD HOTEL WASHINGTON, D.C.
Sunday Jan. 15- Jan. 20	N.Y. CURTAIN & DRAPERY SHOW INDIVID. MANUFACTURERS The annual curtain and drapery show will be held on these dates in New York. Contact: H.M. Waters, National Exhibitors, Inc., Lansdale, Pa.		HOTEL NEW YORKER
Sunday Jan. 15- Jan. 20	NEW DATES SET FOR SHOW The National Domestic and Linens Show will run concurrently with the New York Curtain & Drapery Show instead of in February as originally planned. Hours: 10 A.M. daily through evenings. Contact: H.M. Waters, National Exhibitors, Inc. Lansdale, Pennsylvania.	NATL. DOMESTICS AND LINENS SHOW	9TH FLOOR HOTEL NEW YORKER



DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, JANUARY 16, 1950

- Monday  
Jan. 16  
12:00 M.  
Luncheon
- "GOOD DESIGN" EXHIBIT  
TO OPEN WITH LUNCHEON  
This exhibition, jointly sponsored by the Museum of Modern Art of New York and The Merchandise Mart, will be opened with a luncheon at which Mr. Alfred Auerbach will be the principal speaker. Following the luncheon all guests will witness the first showing of the exhibition which will be the only permanent showing of the newest modern designed objects in all fields of home furnishings. Contact: Paul Ricks, The Merchandise Mart, Chicago 54, Illinois.
- MERCHANDISE MART  
CHICAGO 54, ILLINOIS
- MERCHANTS AND  
MFRS. CLUB IN MART
- Monday  
Jan. 16  
7:00 P.M.
- THIRTEENTH LECTURE  
The thirteenth lecture in the Survey of Advertising Course will be on Retail Advertising and its basic principles. It will be given by Joseph Lorin of Grey Advertising. Contact: Hulda Kloenne, CI. 5-4149.
- ADV. WOMEN OF NEW YORK  
HOTEL ASTOR
- Monday  
Jan. 16-  
Jan. 26
- FURNITURE AND  
FURNISHINGS TRADE SHOW  
The largest trade show of its kind to be held in Toronto will open on this date under the joint sponsorship of Furniture and Furnishings Magazine and the Home Furnishings Exhibition Advisory Committee. Approximately 160 exhibitors in all categories are already booked. Open to buyers and retailers. Hours: 9 A.M. to 9 P.M. daily. Contact: Charles L. Stark, Manager, 345 Adelaide Street, W., Toronto, Canada.
- FURNITURE AND  
FURNISHINGS MAGAZINE  
COLISEUM  
TORONTO, CANADA
- Monday  
Jan. 16-  
Jan. 31
- PREVIEW OF GOLDEN  
JUBILEE FABRICS LINE  
A preview showing for the trade and press will be held to display the Golden Jubilee-fiftieth anniversary line of casement, drapery and upholstery fabrics made by this firm. Tweed combinations will be featured; also Abbott's newest fabric, Mohaira, a combination of mohair and kapok. Publicity: Frances K. Carter, Max Rogel & Assoc., MI. (Newark) 3-8737.
- A. THEO ABBOTT & CO.  
PHILADELPHIA, PA.  
SHOWROOM  
220 FIFTH AVENUE
- Monday  
Jan. 16-  
Feb. 3
- GOLD MEDAL EXHIBITION:  
MINOR ARCHITECTURAL WORKS  
The third of six monthly gold medal exhibitions will open on this date and will deal with minor architectural works. Open to the public. Contact: Architectural League, MU. 5-8400.
- THE ARCHITECTURAL  
LEAGUE OF NEW YORK  
155 EAST 40TH STREET  
NEW YORK 16, N. Y.
- Tuesday  
Jan. 17  
9:45 A.M.-  
11:30 A.M.  
Breakfast
- PRESS PREVIEW  
A breakfast coffee party for the press will be held, by invitation only, to display a potpourri of decorative ideas in model rooms showing both period and modern furniture, fabrics and so forth, on the Fifth Floor. Publicity: Mrs. Alice S. Hutton, VO. 5-5900.
- BLOOMINGDALE'S  
59TH & LEX. AVE.
- Tuesday  
Jan. 17  
11:00 A.M.-  
4:00 P.M.
- NEW WASHING TECHNIQUE  
A washing demonstration, to show how family clothes can be washed (with a synthetic detergent) without rinsing, will be held on this date. Demonstrations will be given every hour on the hour from 11 A.M. to 4 P.M. Proctor and Gamble on behalf of Tide wishes the magazine press to witness this new washing technique which is time-saving, labor-saving and water-saving. By invitation only. Publicity: Bess Williams, Verne Burnett Associates, 522 Fifth Ave., MU. 7-9030.
- PROCTOR & GAMBLE  
HOTEL GOTHAM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 17 12:30 P.M.	MONTHLY LUNCHEON The monthly luncheon of this organization will be held on this date. The subject will be "Manhattan Project - New Style" and will deal with the club's plans for help to voluntarily supported civic and welfare organizations. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Tuesday Jan. 17 4:00 P.M.- 7:00 P.M.	OPENING NEW SHOWROOM A cocktail party for the press, by invitation only, will be held to mark the opening of Lillian Schary Small's new interior decorating showrooms. Publicity: Charlotte Byrum, News Contacts, 714 Fifth Ave., CO. 5-3166.	LILLIAN SCHARY SMALL	572 Madison Avenue
Wednesday Jan. 18 Just out	NEW HOME AIDS FEATURED An article entitled "You and Your New Servants" will appear in the February issue of Liberty. It will deal with new designs in cookware, home freezers and refrigerators, and small electrical appliances. Publicity: Doris Sanders, Liberty, EL. 5-6600.	LIBERTY	37 WEST 57TH STREET
Wednesday Jan. 18- Jan. 20	GENERAL MANAGEMENT CONFERENCE A mid-winter General Management Conference will be held on the West Coast this year. Top management of large and small industrial and business firms will meet. Publicity: Edw. K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSN. 330 WEST 42ND STREET	HOTEL ST. FRANCIS SAN FRANCISCO, CAL.
Thursday Jan. 19 10:00 A.M.	PRESS FORUM A party for the press, by invitation only, to test their reactions to the new Firth line of carpets will be held on this date. Refreshments will be served. Contact: Mr. Edward Donohue, MU. 9-8224.	FIRTH CARPET COMPANY	295 FIFTH AVENUE
Thursday Jan. 19 1:00 P.M.- 7:00 P.M.	NEW SHOWROOMS TO OPEN A cocktail party for the press, decorators, designers and architects, will be held on this date to mark the opening of the new Greeff Showrooms in Los Angeles. This one-story building has been remodeled by Gerald K. Geerlings to display Greeff fabrics and wallpapers. Contact: Arthur B. Howard, 135 North Robertson Blvd., Los Angeles, Calif.	GREEFF FABRICS 135 NORTH ROBERTSON BLVD.	LOS ANGELES CALIFORNIA
Thursday Jan. 19 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY FOR THE PRESS A cocktail party for the press will be held in the Crystal Room of the Palmer House on the opening day of the National Housewares and Home Appliance Manufacturers Exhibit at the Navy Pier in Chicago which lasts through Jan. 26. Contact: A.W. Buddenberg, Mdse. Mart, Chicago.	NATIONAL HOUSEWARES MANUFACTURERS ASS'N.	PALMER HOUSE CHICAGO, ILL.
Jan. 21 Luncheon	POT AND KETTLE CLUB WINTER LUNCHEON, LAKESHORE CLUB, 850 LAKESHORE DR. CHI. CONTACT: FRED C. WOOD, FRED C. WOOD CO., WESTERN MDSE. MART, SAN FRANCISCO.		
Jan. 22- Jan. 25	NEW YORK STATE GIFT SHOW, HOTEL LAFAYETTE, BUFFALO, NEW YORK. CONTACT: EUGENE A. RICHARDSON ASSOC., 683 ATLANTIC AVE., BOSTON, MASS.		
Sunday Jan. 22- Jan. 27	30TH CALIFORNIA GIFT SHOW The semi-annual California Gift Show will be held on these dates in the Alexandria Hotel, Biltmore Hotel, Brack Shops and L.A. Merchandise Mart Bldg. Contact: Woody C. Klingborg, Director of Trade Shows, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.



DATEWHAT'S GOING ONGIVEN BYWHEREWEEK BEGINNING MONDAY, JANUARY 23, 1950

Monday	BREAKFAST PREVIEW	WAVERLY FABRICS	60 WEST 40TH ST.
Jan. 23	Waverly's color-coded fabrics, shown in seven room settings, will be shown to the press by invitation only. Shown in 7 room settings by		
9:00 A.M.-	Margaret Riley, stylist for Waverly Fabrics, the theme is "How fabric decoration may be accomplished by American homemakers today - beautifully, easily and inexpensively." The 1950 trend to increasingly close affiliation between home and dress fabrics will be emphasized.		
9:30 A.M.	Publicity: Philip Scuyler, Baldwin & Mermey, MU. 4-4540.		
Monday	FOURTEENTH LECTURE	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Jan. 23	The fourteenth lecture in the Survey of Advertising Course will deal with Layout, Design and Illustration and be given by David Stech, Art Dept., Inc., with Jerry Cummins, Gloria Brandt and Robert Hollis, staff members of the same organization. Contact: Hulda Kloenne, CI. 5-4149.		
7:00 P.M.			
Jan. 23-	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDITORIUM, ATLANTA, GA.		
Jan. 26	CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., ATLANTA, GEORGIA.		
Monday	NEW YORK LAMP SHOW	LAMP MANUFACTURERS	HOTEL NEW YORKER
Jan. 23-	An entire floor of the hotel has been equipped with heavy duty electrical circuits to afford additional exhibition space this year. A press breakfast will be held at 10 A.M. on Tuesday, January 24, in the Panel Room of the New Yorker, sponsored jointly by the show management and the Lamp & Shade Institute. Several prominent manufacturers will be present to conduct a discussion meeting on new styles and prospective developments in the industry. Open to all members of the press. Show hours: 9 A.M. to 6 P.M. daily except Friday when show closes at 1 P.M. Publicity for Lamp & Shade Institute: Catherine Blondin, MU. 9-7360. Contact: Miss Meehan, George F. Little Management, MU. 9-7147.		
Jan. 27			
Monday	NEW YORK WINTER	CARPET INSTITUTE	SHOWROOMS
Jan. 23-	CARPET MARKET	EMPIRE STATE BLDG.	295 FIFTH AVENUE
Jan. 28	Manufacturers will exhibit new patterns in their regular lines; in addition, each exhibitor will contribute one entirely new design which will form the nucleus of the Spring Opening when these new carpets will be released to the general public. Bigelow-Sanford will exhibit in its own showrooms at 140 Madison Avenue. Contact: Mary Burke, Fred Eldean Organization, 670 Fifth Avenue, EL. 5-7651.		
Jan. 23-	NEW YORK WINTER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, N.Y.C.		
Jan. 28	CONTACT: Mr. J. J. MELNIKER, 206 LEXINGTON AVENUE, MU. 5-1160.		
Monday	NEW FLORAL CARPET	JAMES LEES & SONS CO.	SHOWROOM
Jan. 23-	TO BE FOCAL PIECE	BRIDGEPORT, PA.	295 FIFTH AVENUE
Jan. 28	"Washington Square", Lees' conversation piece in the Designers' Collection for the 1950 Carpet Fashion Opening, will be highlighted during the New York carpet market. In addition, the Companion Carpet story will also be featured. Publicity: Wilmer D. Cressman, James Lees and Sons Company, Bridgeport, Pennsylvania.		
Jan. 23-29	HOT TEA WEEK, TEA BUREAU, INC., 500 FIFTH AVENUE, NEW YORK 18, N. Y.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 23- Feb. 4	SOUTHERN FURNITURE MARKET, SO. FURN. EXPOSITION BLDG., HIGH POINT, N.C. CONTACT: PAUL CASEY, SOUTHERN FURN. EXPOSITION BLDG., HIGH POINT, N.C.		
Monday Jan. 23 Just out	NEW HOME BUILDING IDEAS BETTER HOMES & GARDENS DES MOINES, IOWA Your building plans will make swift, smooth progress with this book. You'll find suggestions on where to build, what style of architecture is right for you, how to budget your plans, how to save dollars on building costs. And there's advice on heating, wiring, insulation, plumbing. With 206 pages and more than 300 photographs. In U.S.A., \$1; in Canada, \$1.25. Contact: James N. Hall, Better Homes & Gardens, Meredith Publishing Co., 1716 Locust St., Des Moines 3, Iowa.		
Wednesday Jan. 25 8:00 P.M.	OPEN MEETING	HOME FURNISHINGS CLUB	HOTEL STATLER
	Members are urged to bring their friends to this open meeting which will be addressed by Louis Goodenough, Retailing Daily, Donald L. Jordan, Johnson-Carper Furn. Co., Inc., and one other speaker on the subject, "Predictions for 1950." Contact: Henry De Brito, LO. 5-2381.		
Saturday Jan. 28	NEW MERCHANDISING MAGAZINE	KREIGER PUBLICATIONS	114 EAST 32ND STREET
	A new merchandising magazine, "Modern Lamps", will make its first appearance on this date. To be issued quarterly for department and furniture store buyers, decorators and designers, the new publication is designed to bring a new understanding of modern design in lamps and shades, to show the role of modern lighting units in today's house and to publish news of contemporary materials. Contact: Barbara Baer, editor, MU.5-3744.		
Sunday Jan. 29- Feb. 1	SIXTH CALIFORNIA CURTAIN & DRAPERY SHOW	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.
	Eastern representatives as well as Western exhibitors will display their goods at the show. The theme of "California Colors for Spring" will be emphasized so that buyers can run special promotions based on it. Contact: Joe Lockwood, show director, L.A. Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.		
Sunday Jan. 29- Feb. 1	CALIFORNIA LAMP SHOW	L.A. TRADE FAIR	BILTMORE, L.A.
	For the first time west of Chicago, the consolidated products of the lamp industry will be displayed at the California Lamp Show. Contact: Woody C. Klingborg, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.		
Jan. 29- Feb. 3	MIDWINTER MARKET WEEK, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		

#### ADVANCE DATES AND NOTICES

Monday Jan. 30 7:00 P.M.	FIFTEENTH LECTURE	ADV. WOMEN OF NEW YORK	HOTEL ASTOR
	The fifteenth lecture in the Survey of Advertising Course will deal with Typography and Production. Francis J. Sorg, Jr., of the Sorg Printing Co. will discuss fundamental facts about type, and Arthur A. Kron of Gotham Adv. Co. will speak on the importance of mechanical factors of production. Contact: Hulda Kloenne, CI. 5-4149.		
Jan. 30- Feb. 3	LOS ANGELES FURNITURE MARKET, LOS ANGELES FURNITURE MART, LOS ANGELES. CONTACT: J.J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CAL.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 30- Feb. 10	CHICAGO GIFT SHOW The Chicago Gift Show will open on this date at the Palmer House, Chicago, Illinois and run concurrently with the Merchandise Mart Gift Show. Contact: George F. Little Management, 220 Fifth Ave., N.Y.C., MU. 9-7147.	GIFT MANUFACTURERS	PALMER HOUSE
Jan. 30- Feb. 11	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. PUBLICITY: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 31- Feb. 3	TRADE SHOW, NATL. ASSN. OF FROZEN FOOD PACKERS, CONGRESS HOTEL, CHICAGO. CONTACT: L.S. MARTIN, 1415 K STREET, N.W., WASHINGTON, D. C.		
Friday Feb. 3 10:00 A.M.	PRESS BREAKFAST A press party will be held to display table settings by Frank & Sadev and Patchogue Plymouth Mills, in private dining rooms B. and C. on the mezzanine. New table cloths and place mats sets of "Town and Country" lace will be featured. Contact: Harold Sadev, Frank & Sadev, PE. 6-9451.	FRANK & SADEV	HOTEL COMMODORE
Sunday Feb. 5- Feb. 8	SPRING GIFT AND HOUSEWARES SHOW Over 1500 nationally known domestic and imported lines will be shown at the spring gifts, stationery, toys and housewares show this year. On Tuesday morning, Feb. 7th, at 8:30 A.M., there will be a breakfast forum in the Mart Club on the 9th floor which will be presided over by Richard Gump, president of Gump's, Inc. On Tuesday evening, Feb. 7, there will be a seminar on "A Third Semester of the Post Graduate Course in Retailing" preceded by Dinner. On Wednesday evening, Feb. 8, the Western Radio-Television and Appliance Trade Dinner will be held in the Mart Club Auditorium. Publicity: Kay Leber, Director, KL. 2-2311, Ext. 687.	WESTERN MDSE. EXHIBITORS 1355 MARKET STREET	SAN FRANCISCO CIVIC AUDITORIUM
Feb. 5- Feb. 8	BUFFALO GIFT SHOW, HOTEL STATLER, BUFFALO, NEW YORK. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Monday Feb. 6- Feb. 8	TELEVISION TRADE SHOW The fifth annual "Television Institute" and Industry Trade Show will feature panel discussions conducted by leaders in the industry and a Film Conference on February 8th. Open to dealers and public. Contact: Irwin A. Shane, Television Institute & Industry Trade Show, PL. 7-3721.	TELEVISER MONTHLY	HOTEL NEW YORKER
Feb. 6- Feb. 10	INTERNATIONAL LINENS & DOMESTIC SHOW, HOTEL COMMODORE, NEW YORK CITY. CONTACT: JOHN REED, HOTEL COMMODORE, MU. 6-6000.		
Monday Feb. 6- Feb. 10	WESTERN WINTER MARKET Furniture, fabrics, floor covering, linens and domestics, radio-television appliances, gifts, lamps and housewares will be shown. The theme this year is "Buy-ways to Success". On Monday evening, Feb. 6, the Western Floor Covering Industry Dinner will be held in the Mart Club Auditorium. Contact: A. Cameron Ball, Western Mdse. Mart, 1355 Market St., San Francisco, California.	INDIVIDUAL MANUFACTURERS	WESTERN MDSE. MART
Monday Feb. 6- Feb. 24	GOLD MEDAL EXHIBITION MAJOR ARCHITECTURAL WORKS The fourth of six monthly gold medal exhibitions will open on this date and will deal with major architectural works. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH STREET NEW YORK 16, N. Y.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 8 12:45 P.M. Luncheon	"DESIGN FOR LIVING" A luncheon forum on interior decoration will be put on by a designer, an interior decorator, a florist and Scalumandre Textiles. Open to the press by invitation; to the public by reservation. Contact: Nola Luxford, Pierre Fashion Director-Commentator, TE. 8-8000.	HOTEL PIERRE	COTILLION ROOM

#### MUSEUM, GALLERY AND GARDEN NEWS

PLEASE NOTE: METROPOLITAN MUSEUM HAS NEW TELEPHONE NUMBER, TR. 9-5500.

Friday Jan. 13 10:00 A.M.- 12:00 M. 2:00 P.M.- 5:00 P.M.	PRESS PAINTING PARTY AND NEW ART CLASSES A press painting party at which adults can employ all the devices used in the annual Carnival of Art for children will be held on this date. Go to the morning session if you want to bring your child; to the afternoon session if you want to paint alone. Open to public on Monday, Jan. 16 through Feb. 12. Reservations should be made in advance. Fee is 25¢ per person. The People's Art Center will also offer classes for adults as well as children in drawing and painting, ceramics, woodworking, etc., beginning the first week in February. Registration closes Jan. 20. Contact: Educational Program, Museum of Modern Art, 11 W. 53 St., CI.5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET NEW YORK, N.Y.
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Wednesday Jan. 18 2:30 P.M.	FLOWER SHOW The regular monthly meeting and flower show will be held at this time. Open to the public; admission \$1. Free to members. Contact: Elizabeth Peterson, PL. 7-0915.	HORTICULTURAL SOCIETY	THE ESSEX HOUSE
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Tuesday Jan. 24- Mar. 26	EXHIBIT OF JAPANESE ART This exhibition will cover the urban culture of the period from 1615 to 1867 when for the first time the urban middle class in Japan had money. Prints, lacquered objects, pottery and textiles are included. Publicity: John Gordon, NE. 8-5000.	THE BROOKLYN MUSEUM	EASTERN PARKWAY
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#### TELEVISION NEWS

Thursday Jan. 12 2:00 P.M.- 4:00 P.M.	TELEVISION PROGRAM MARKET MELODIES Rosalind Dessar, originator of Cheda Dabs and Bleu Dabs, delicacies for the cocktail table, will be the guest of Ed Herlihy and Ann Russell on this program. Publicity: Hilda Kassell, PL. 9-2917.	WJZ-TV CHANNEL 7	ABC TELE CENTER 7 WEST 66TH ST.
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Friday Jan. 13 4:30 P.M.- 5:00 P.M.	TELEVISION PROGRAM VANITY FAIR Samuel Kurinsky, interior decorator, will describe and demonstrate to Dorothy Doan's audience the way to buy upholstered furniture, how to judge the frame, webbing, springs and other essential points. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVE.
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Monday Jan. 16 4:30 P.M.- 5:00 P.M.	TELEVISION PROGRAM VANITY FAIR "Your bathroom can be as glamorous as any other room in the house" will be the theme of Joan Cavanaugh's interview with Dorothy Doan. Miss Cavanaugh will show decorative accessories and ideas from Lewis & Conger's Bath Shop. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>TELEVISION NEWS (Continued)</u>			
Tuesday	TELEVISION PROGRAM	WABD	DUMONT TELEVISION
Jan. 17	YOUR TELEVISION SHOPPER	CHANNEL 5	515 MADISON AVENUE
11:00 A.M.-	Mr. Barry Dillo of the Sloane-Blabon Corp., manufacturers of linoleum,		
12:00 M.	will demonstrate and describe his company's products, especially a new 9" tile which comes in solid colors and patterns and which can be easily laid by the housewife. Publicity: Babs Doniger, PL. 3-1742		
Tuesday	TELEVISION SHOW	WOR-TV	WOR-TV
Jan. 17	ROAD TO SUCCESS	CHANNEL 9	1440 BROADWAY
8:30 P.M.-	Fred Wallenta will demonstrate and describe a copper-mesh screen for		
9:00 P.M.	fireplaces which works on the principle of a window-shade, on Richard Dubois's program. Contact: Max Rosenbaum, Dir., LU. 2-4047.		

### RADIO REQUIREMENTS

For The Schepp-Reiner Co., 11 West 42nd St., New York 18, N. Y.

This concern is soliciting merchandise to be featured and promoted on two audience-participation programs. One is "Musical Bingo" which is heard daily over the Liberty Broadcasting System, originating from Dallas, Texas and covering forty-two markets in the Southwest. The other is "Tune-O", a local program broadcast over WMCA Mondays through Fridays. On "Musical Bingo" a manufacturer may participate by offering prizes which will receive from 2 to 8 plugs during one program. Manufacturers will forward prizes directly to winner. A letter of confirmation should be sent. You may participate one to five times per week. Letter should be accompanied by 30 to 40 words of publicity copy with description of the item and its retail value. In the case of "Tune-O", manufacturers may participate as above. A letter of confirmation, indicating a desire to participate for a period of 13 weeks, should state the retail value, give a description of the item and include basic publicity copy. Address: Jeane Spencer, The Schepp-Reiner Co., 11 West 42nd St., New York 18, N. Y.

### EDITORIAL REQUIREMENTS

For Courier Post Newspapers, 3rd and Federal Streets, Camden, N. J.

Releases on merchandise that can be purchased in Camden, Haddonfield, Merchantville and Collingswood, N.J., and Philadelphia, Pa., are urgently required for a shopper column in these papers. Please give names of stores where possible, but in any case send releases, and sources will be checked. Tear sheets will be sent to those who respond. Trade names are used in the column. Address: Miss Virginia W. Wilton, Courier Post Newspapers, 3rd & Federal Streets, Camden, N.J.

For Tribune-Star, Terre Haute, Indiana

A special Spring Fashion Issue is being planned for February 19th by this newspaper. They are interested in receiving information and photographs on new trends in all branches of home furnishings. Address: Mr. F. Shannon, Adv. Dir., Tribune-Star, Terre Haute, Indiana.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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Hilda Kassell, Promotion Director

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